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Canadian Radio-television and  
Telecommunications Commission

Conseil de la radiodiffusion et des  
télécommunications canadiennes

## CRTC FACTS DIGEST

on Broadcasting and  
Telecommunications  
in Canada

January  
1984

## THE CANADIAN RADIO-TELEVISION AND TELECOMMUNICATIONS COMMISSION

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The CRTC, established in 1968 under the provisions of the Broadcasting Act, regulates and supervises all aspects of the Canadian broadcasting system - radio, television, and cable television - both public and private. The Canadian Radio-television and Telecommunications Act, promulgated 1 April 1976, gives the CRTC regulatory power over the federally regulated telecommunications carriers.

In regulating the broadcasting system, the CRTC is responsible for implementing the broadcasting policy enunciated in Section 3 of the Broadcasting Act. Some of its objectives are to ensure that the broadcasting system safeguards, enriches, and strengthens the cultural, political, social and economic fabric of Canada; that it be in English and in French and extend to all parts of Canada; and that it provide varied, comprehensive, and balanced programming.

The Commission meets these objectives by exercising its authority to prescribe classes of broadcasting licenses, and by establishing policies and regulations in response to developing technology and social change.

In the telecommunications sector, the CRTC controls the rate structures of the federally regulated common carriers to ensure that the rates are fair and equitable. The companies regulated are Bell Canada, Telesat Canada, British Columbia Telephone, Northwestel Inc., Terra Nova Tel, and CNCP Telecommunications.

Public hearings, a vital part of the Commission's role as a regulatory agency, are held throughout the year in all parts of Canada, including the Yukon and Northwest Territories. These hearings are held in order that the Commission may consider broadcasting or telecommunications applications, and to provide a forum at which members of the public are invited to comment or intervene on specific licence applications or on matters relating to policy and regulatory issues. In making its decisions, the Commission takes into account the interventions it receives.

This booklet is intended to provide a few basic statistics on the work of the CRTC and the broadcasting and telecommunication industries.

For further information, please contact:

Statistical Information Centre,  
Information Management,  
Corporate Management Directorate,  
CRTC,  
Ottawa, Ontario  
K1A 0N2  
(819) 997-4624

**NOTE:** Many of the data presented in this digest are statistical estimates derived from the results of sample surveys and are therefore subject to normal statistical margins of error.

Aussi disponible en français.

## THE COMMISSION AND THE EXECUTIVE COMMITTEE

The Commission is composed of 19 members, with nine full-time members forming the CRTC's Executive Committee. Appointed by the Governor in Council for seven-year terms, the Executive Committee members are the Chairman, two Vice-Chairmen, and six Commissioners.

The ten part-time members are a key component of the CRTC's decision-making process. Appointed for terms of up to five years, these Commissioners are drawn from all regions of the nation.

As of August 1984, the Commission is composed of the following members:

### EXECUTIVE COMMITTEE/ FULL-TIME MEMBERS

André Bureau (Chairman)  
Réal Therrien (Vice-Chairman)  
John Lawrence (Vice-Chairman)  
Monique Coupal  
Rosalie Gower  
Paul Klingler  
Paul McRae  
Jean-Pierre Mongeau  
James Robson

### PART-TIME MEMBERS

Ronald Baker  
Marianne Barrie  
Richard DeStefano  
Jacques de la Chevrotière  
Marc Gervais  
Sally Merchant  
Steve Patrick  
Marke Raines  
Gilles Soucy  
Philip Warren

## THE CRTC

Further information on the internal operations and public business of the Commission, its publications and how to receive them, and on the Canadian broadcasting and telecommunications systems is available in the 1982-83 Annual Report of the CRTC, which is available on request from:

Information Services  
Corporate Management Directorate, CRTC  
Ottawa, Ontario  
K1A 0N2  
(819) 997-0313

## INFORMATION CONCERNING APPLICATIONS AND PUBLIC INTERVENTIONS

Information on broadcasting licensees and applicants, telecommunications carriers, on how to make a licence application, or on how to intervene at a public hearing may be obtained from:

The Secretary General  
CRTC  
Ottawa, Ontario  
K1A 0N2

The Commission now also publishes every six months a *Regulatory Agenda*, sold on a subscription basis, which is meant to complement other means whereby CRTC consults with the public. It provides its readers with advance notice of CRTC licensing activities and other proceedings, and also contains a calendar of upcoming public hearings and a description of ongoing issues and regulations under review, both in broadcasting and telecommunications.

## CRTC HEADQUARTERS

Staff at CRTC headquarters is divided as follows:

### Telecommunications Directorate

The Executive Director is responsible to the Chairman and assists the Commission in discharging its responsibilities for the effective regulation of the telecommunications companies under federal jurisdiction.

### Broadcasting Directorate

The Executive Director is responsible to the Chairman and for advising the Commission on the development of broadcasting policies and regulations, objectives, priorities, programs, and goals, as well as on operational broadcasting matters.

### Legal Directorate

The General Counsel is responsible to the Chairman on all matters relating to the interpretation and implementation of the CRTC Act, the Broadcasting Act, various acts relating to telecommunications, the regulations made thereunder, and related federal and provincial legislation.

### The Secretariat

The Secretary General is responsible to the Chairman for the planning of the proceedings of the Executive Committee and Commission meetings, for the registration, scheduling, and control of broadcasting and telecommunications applications, as well as for the planning and scheduling of the Commission's public hearing process and workload.

### Corporate Management Directorate

The Executive Director is responsible to the Chairman for the management of the Commission, for all corporate and strategic planning, and for regional operations.

### CRTC Regional Offices

The four regional offices establish the Commission's presence in the community. Headed by Directors-General and responsible to the Secretary General on operational matters and administratively to the Executive Director, Corporate Management, the regional offices provide a link between the head office and the licensees, provincial and municipal governments, local groups, and the public.

In addition to searching out areas needing new broadcasting services and assessing existing services, the regional offices are available to provide information and assistance to the general public, applicants, intervenors, and licensees.

ATLANTIC	QUEBEC	MIDWEST	PACIFIC
Mr. B. Oxner Director-General CRTC Room 428 Barrington Tower Scotia Square Halifax, N.S. B3J 2A8	Mrs. L. Audet (Acting) Director-General CRTC Complex Guy Favreau East Tower, 6th floor 200 Dorchester Blvd West Montreal, Quebec H2Z 1X4	Mr. J. Skora Director-General CRTC Kensington Building 275 Portage Avenue Winnipeg, Manitoba R3B 2B3	Mr. P. MacDonald Director-General CRTC Suite 1130 700 West Georgia Box 10105 Vancouver, B.C. V7Y 1C6
(902) 426-7997	(514) 283-6607	(204) 949-6306	(604) 666-2111



## REGULATORY ACTIVITY

### TELECOMMUNICATIONS REGULATORY ACTIVITY

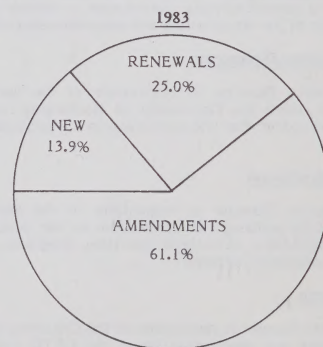
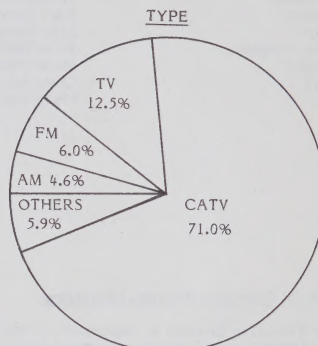
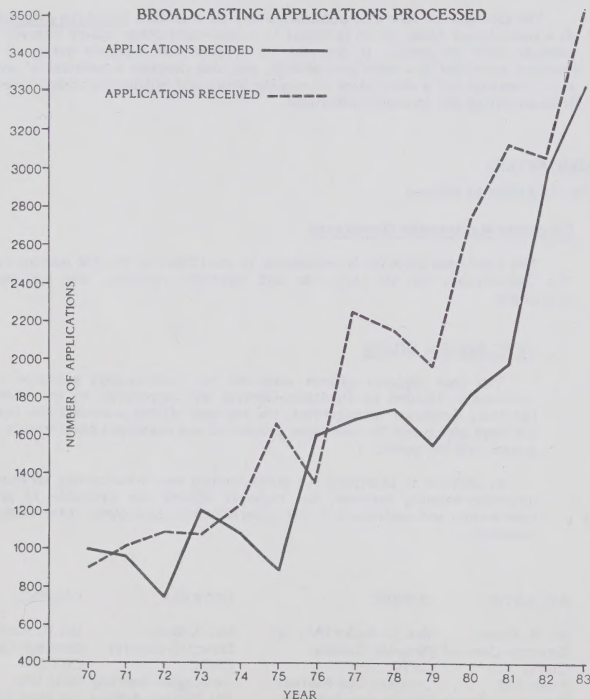
Activity	1977	1978	1979	1980	1981	1982	1983
Decisions Issued	16	13	26	21	26	15	13
Public Notices Issued	24	29	41	56	43	68	80
Orders Issued	359	522	569	616	617	689	756
Complaints Handled	479	1020	2070	2948	3352	4450	3524

Source: Telecommunications Directorate, CRTC.

### BROADCASTING REGULATORY ACTIVITY

- The CRTC now receives about 3,500 applications per year from broadcasters and cable companies.
- About 32% of the decisions on applications are taken after they have been dealt with at a public hearing.
- The remaining 68% of the decisions on applications are dealt through the public notice and administrative processes.
- More than two thirds of the applications involve cable television.
- About 86% of the applications involve renewals or amendments of previously issued licenses, and 14% of the applications deal with new licensing proposals.

### BROADCASTING APPLICATIONS PROCESSED



### CATEGORY

Source: Secretariat, CRTC.

## 1981 AND 1982 FINANCIAL DATA - PRIVATE AND PUBLIC BROADCASTING

## FINANCIAL FACTS

AS OF 31 AUGUST

\$ Million	Private TV		Private AM/FM Radio		Private Cable		Private Total		CBC Radio and TV		CBC and Private Total	
	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982	1981	1982
Operating Revenue	646	738	446	476	405	472	1,497	1,686	109	111	1,606	1,797
Operating Expenses	485	549	377	421	246	288	1,108	1,258	695	800	1,803	2,346
Operating Profit	161	189	69	55	159	184	389	428	**	**	-	-
Pre-Tax Profit*	124	146	52	37	27	35	203	218	**	**	-	-
Number of Employees	6,788	6,862	9,457	9,417	5,626	6,085	21,871	22,364	12,258	12,129	34,129	36,839

\* After taking into account depreciation, interest and other adjustments.

\*\* See CBC Financial Summary.

Source: Industry Statistics and Analysis Division, CRTC.

## COMPARISON OF ASSETS FOR VARIOUS SECTORS REGULATED BY CRTC

31 AUGUST 1982

\$ Millions	CBC Radio/TV	Private TV	Private Radio	Cable TV	Broadcasting	Telecommunications*
Gross Fixed Assets	705	380	258	963	2,306	14,227
Net Fixed Assets	424	173	147	481	1,225	12,217

\* Companies regulated by CRTC.

Source: Industry Statistics and Analysis Division, CRTC and Department of Communications.

## CBC FINANCIAL SUMMARY - 31 AUGUST 1982

Based on Analysis of Annual Return Form  
Stations Owned and Operated by CBC

## NET ADVERTISING REVENUE BY MEDIA - 1982

Net Advertising Revenue (\$ Million)	
Radio	458
Television	779
Newspapers	1,422
Periodicals	615
Other print	892
Outdoor	280
Total	\$ 4,446

Source: 'A Report on Advertising Revenues in Canada,'  
Maclean-Hunter Research Bureau.

## NOTE

See Page 15 for selected  
financial facts in area of  
telecommunications.

	(\$000)
1. REVENUES	
Radio	523
Television	110,348
Total	110,871
2. EXPENSES	
Radio	156,866
Television	503,122
Combined Television and Radio	140,385
Total	800,373
3. NET REQUIREMENT*	689,502
4. NUMBER OF EMPLOYEES	12,129

\* Financed through Parliamentary appropriations and other  
government grants.

Source: Industry Statistics and Analysis, CRTC.

## TELEVISION AND RADIO

## ORIGINATING AND REBROADCASTING UNDERTAKINGS BY REGION AND NETWORK - 31 MARCH 1983

TYPE	NETWORK	REGION																	
		ATLANTIC			QUEBEC			ONTARIO			PRAIRIES			PACIFIC			CANADA		
		O	R	T	O	R	T	O	R	T	O	R	T	O	R	T	O	R	T
AM	CBCO	12	45	57	7	46	53	6	62	68	11	28	39	10	113	123	46	294	340
	CBCA	14	1	15	26	8	34	24	6	30	6	3	9	12	4	16	82	22	104
	IND	41	6	47	44	4	48	70	7	77	67	9	76	49	14	63	271	40	311
	TOTAL	67	52	119	77	58	135	100	75	175	84	40	124	71	131	202	399	356	755
FM	CBCO	4	58	62	7	71	78	5	62	67	4	77	81	2	68	70	22	336	358
	CBCA	1	2	3	-	10	10	-	-	-	-	-	-	-	14	14	1	26	27
	IND	18	16	34	58	19	77	67	2	69	27	24	51	22	35	57	192	96	288
	TOTAL	23	76	99	65	100	165	72	64	136	31	101	132	24	117	141	215	458	673
TV	CBCO	7	141	148	6	117	123	5	69	74	8	143	151	4	131	135	30	601	631
	CBCA	2	12	14	7	48	55	11	10	21	7	48	55	5	142	147	32	260	292
	IND	5	1	6	6	-	6	5	-	5	3	12	15	1	2	3	20	15	35
	TVA	-	4	4	6	19	25	-	-	-	-	-	-	-	-	-	6	23	29
	CTV	6	86	92	1	1	2	9	15	24	7	61	68	2	116	118	25	279	304
	TVO	-	-	-	-	-	-	1	39	40	-	-	-	-	-	-	1	39	40
	ORTQ	-	-	-	2	18	20	-	-	-	-	-	-	-	-	-	2	18	20
	GLBL	-	-	-	-	-	-	1	5	6	-	-	-	-	-	-	1	5	6
	TOTAL	20	244	264	28	203	231	32	138	170	25	264	289	12	391	403	117	1240	1357
	Cancom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
	TOTAL	-	86	86	-	15	15	-	36	36	-	170	170	-	31	31	-	338	338
NETWORK	TOTAL	5	-	5	14	-	14	22	-	22	4	-	4	9	-	9	54	-	54
	TOTAL	115	458	573	184	376	560	226	313	539	144	575	719	116	670	786	785	2392	3177

\* Not all licensed undertakings are yet in operation.

O - originating stations, R - rebroadcasting station, T - total.

Source: Secretariat, CRTC.

## LICENSED ORIGINATING STATIONS - BY REGION, LANGUAGE, TYPE AND NETWORK - MARCH 31, 1983

TYPE	NETWORK	REGION																	
		ATLANTIC			QUEBEC			ONTARIO			PRAIRIES			PACIFIC			CANADA		
		E	F	O	E	F	O	E	F	O	E	F	O	E	F	O	E	F	O
AM	CBCO	11	1	-	1	6	-	4	2	-	7	4	-	10	-	-	33	13	-
	CBCA	12	2	-	2	24	-	23	1	-	6	-	-	11	-	1	54	27	1
	IND	40	1	-	5	39	-	65	2	3	63	-	4	47	-	2	220	42	9
	TOTAL	63	4	-	8	69	-	92	5	3	76	4	4	68	-	3	307	82	10
FM	CBCO	4	-	-	1	6	-	3	2	-	3	1	-	1	1	-	12	10	-
	CBCA	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	-	-
	IND	13	1	4	3	39	16	66	-	1	26	-	1	19	-	3	127	40	25
	TOTAL	18	1	4	4	45	16	69	2	1	29	1	1	20	1	3	140	50	25
TV	CBCO	6	1	-	1	5	-	3	2	-	6	2	-	3	1	-	19	11	-
	CBCA	2	-	-	1	6	-	11	-	-	7	-	-	5	-	-	26	6	-
	IND	2	1	2	1	1	4	2	-	3	3	-	-	1	-	-	9	2	9
	TVA	-	-	-	-	6	-	-	-	-	-	-	-	-	-	-	-	6	-
	CTV	6	-	-	1	-	-	9	-	-	7	-	-	2	-	-	25	-	-
	TVO	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	ORTQ	-	-	-	-	2	-	-	-	-	-	-	-	-	-	-	-	2	-
	CLBL	-	-	-	-	-	-	1	-	-	-	-	-	-	-	-	1	-	-
	TOTAL	16	2	2	4	20	4	27	2	3	23	2	-	11	1	-	81	27	9
	Cancom	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Note: Does not include short-wave.

E = English, F = French, Other = Native and Multicultural.

Source: Secretariat, CRTC.

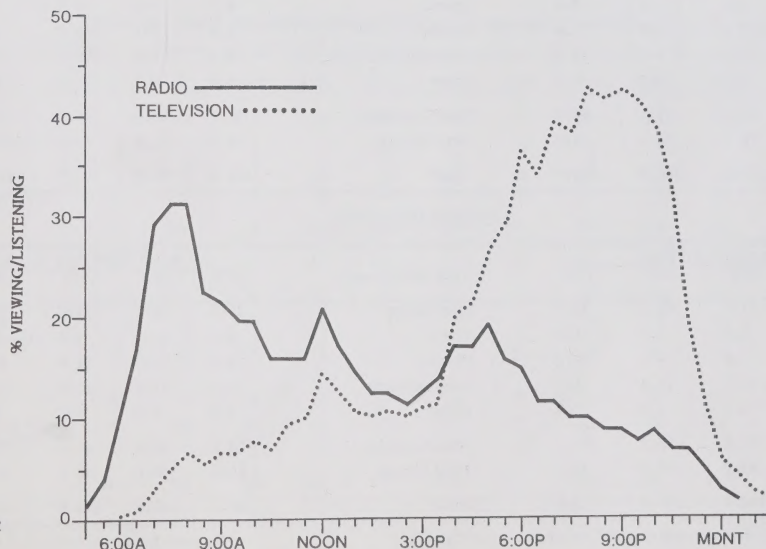


- In one week, the average Canadian watches 24 hours of television and listens to 18.4 hours of radio.
- The 20% of the population that does the most television viewing (heavy viewers) watches 48.8 hours a week, whereas the 20% of the population that does the least viewing (light viewers) watches only 6.0 hours per week.
- Light and heavy viewers are very similar in their viewing habits, and both spend the major portion of their viewing time (approximately 70%) watching light entertainment programs.
- The 20% of the population that does the most listening to radio tunes in for 44.5 hours per week, whereas the 20% of the population that do the least listening tunes in for 2.3 hours per week.
- Almost all Canadians can receive either the CBC or CTV networks and three-quarters of the population can receive a US TV network.
- 90% of the population have car radios, and 42% of the population have FM radios in their cars.
- In one week, 75% of the population views either a CBC or CTV station, and 61% view an American TV station.
- 70% of the viewing time of English language television is spent watching non-Canadian programs. For French-language television, the corresponding figure is 39%.
- The Radio-Canada television network can be received by 99% of the population of Québec and by 73% of the rest of the population.
- 59.1% of all Canadian households subscribe to a cable television service, although 79.0% of the households have access to cable.
- Over 90% of Canadians now have FM radio, and more than half listen to FM radio each week.

#### DAILY TELEVISION VIEWING AND RADIO LISTENING PATTERNS

Monday to Friday Average - all persons 2+ for TV & all persons 7+ for radio.

Fall 1982



SOURCE: BBM FALL 1982

## TELEVISION VIEWING

## PERCENTAGE DISTRIBUTION OF VIEWING TIME BY ORIGIN OF PROGRAM AND STATION\* - 1972-1982

ALL ENGLISH TV STATIONS							ALL FRENCH TV STATIONS					
1972	1974	1976	1978	1980	1982		1972	1974	1976	1978	1980	1982
69.6	66.2	68.3	70.3	69.2	70.3	Percent Viewing of Canadian Stations Percent Viewing of American Stations	100.0	100.0	100.0	100.0	100.0	100.0
<u>30.4</u>	<u>33.8</u>	<u>31.7</u>	<u>29.7</u>	<u>30.8</u>	<u>29.7</u>		<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0
30.5	28.8	25.1	25.6	24.3	27.3	Percent Viewing of Canadian Programs Percent Viewing of Non-Canadian Programs	73.8	63.4	62.2	59.9	56.2	65.1
39.1	37.4	43.2	44.7	44.9	43.0	• On Canadian TV Stations	26.2	36.6	37.8	40.1	43.8	34.9
<u>30.4</u>	<u>33.8</u>	<u>31.7</u>	<u>29.7</u>	<u>30.8</u>	<u>29.7</u>	• On American TV Stations	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>	<u>N/A</u>
100.0	100.0	100.0	100.0	100.0	100.0		100.0	100.0	100.0	100.0	100.0	100.0

N/A = Not applicable (i.e. there are no French-language American TV stations)

\* Based on an analysis of eleven markets represently 29% of all viewing in Canada.

Source: Research Analysis, Research Branch, CRTC.

## PROPORTIONS OF TOTAL BROADCAST TIME AND VIEWING TIME TO VARIOUS TYPES OF CANADIAN AND OF TOTAL FOREIGN PROGRAMMING\* 1972-1982

## ENGLISH TELEVISION

% OF SHARE OF TOTAL BROADCAST TIME						Type of Program	% OF SHARE OF TOTAL VIEWING TIME					
1972	1974	1976	1978	1980	1982		1972	1974	1976	1978	1980	1982
14.4	14.2	14.8	15.0	16.2	16.3	Information	14.1	14.5	12.6	15.5	15.0	16.6
3.9	3.5	3.2	2.4	2.6	3.4	Sports	8.0	5.8	6.3	6.0	5.0	6.0
1.5	1.8	1.3	1.1	1.3	1.6	Drama	1.6	1.9	0.7	0.8	0.7	1.1
6.1	6.7	6.3	5.0	5.1	4.2	Entertainment	6.5	6.2	4.7	2.6	2.8	2.6
0.0	0.0	0.5	0.5	0.5	0.5	Other	0.0	0.0	0.3	0.3	0.3	0.3
26.0	26.1	26.1	24.1	25.7	26.0	Total Canadian	30.2	28.4	24.7	25.2	23.7	26.6
74.0	73.9	73.9	75.9	74.3	74.0	Total Foreign	69.8	71.6	75.3	74.8	76.3	73.4
100.0	100.0	100.0	100.0	100.0	100.0	Total	100.0	100.0	100.0	100.0	100.0	100.0

## FRENCH TELEVISION

% SHARE OF TOTAL BROADCAST TIME						Type of Program	% OF SHARE OF TOTAL VIEWING TIME					
1972	1974	1976	1978	1980	1982		1972	1974	1976	1978	1980	1982
24.4	24.3	41.6	34.1	29.2	35.0	Information	21.2	20.2	34.8	26.4	22.1	24.0
8.9	10.4	3.2	2.9	5.5	8.0	Sports	8.8	11.5	3.9	4.4	9.1	11.2
6.4	4.5	5.0	5.6	4.6	6.7	Drama	9.0	7.2	11.4	12.0	8.6	10.1
27.1	20.4	12.8	14.3	11.5	11.9	Entertainment	34.5	23.5	11.4	16.2	14.4	17.1
0.0	0.0	0.0	0.0	1.6	2.4	Other	0.0	0.0	0.0	0.0	2.0	2.7
66.9	59.5	62.5	56.8	52.3	64.1	Total Canadian	73.6	62.4	61.5	59.0	56.2	65.1
33.1	40.5	37.5	43.2	47.7	35.9	Total Foreign	26.4	37.6	38.5	41.0	43.8	34.9
100.0	100.0	100.0	100.0	100.0	100.0	Total	100.0	100.0	100.0	100.0	100.0	100.0

\* Based on an analysis of eleven markets representing 29% of all viewing in Canada.

Source: Research Analysis, Research Branch, CRTC.



## SOURCE OF CABLE INFORMATION

Information concerning cable undertakings can be drawn from a number of sources. Each year cable operators must fill a confidential Annual Return form which is submitted to the Commission through Statistics Canada. Subscriber data appearing on this page is drawn from an analysis of these returns after they have been audited by CRTC analysts for regulatory purposes. CBC Research estimates cable information through different means, so that their figures may not be directly comparable although of the same order of magnitude.

Research and rating firms such as the Bureau of Broadcast Measurement (BBM), A.C. Nielsen of Canada, Matthew's List and Mediastats also collect information on cable television based on their survey methods.

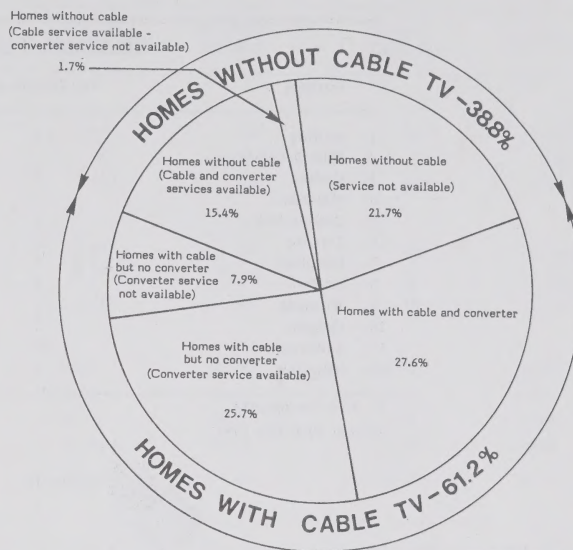
## CABLE STATISTICS FOR CANADA\*

	1980	1981	1982
Number of Licensed Cable Systems	562	620	620
Total Subscribers (000)	4,335	4,698	4,928
Households Wired (000)	6,059	6,326	6,592
Total Households (000)	7,869	8,127	8,303
% of Households			
. which subscribe to Cable	55.1%	57.8%	59.4%
. with access to Cable	77.0%	77.8%	79.4%

\* As of August each year.

Source: Industry Statistics and Analysis Division, CRTC.

## PENETRATION OF CABLE TV IN CANADA - AS OF JANUARY 1, 1983



Source: CBC Research

## LICENSED CABLE TELEVISION UNDERTAKINGS BY PROVINCE AND REGION - 1971-1983\*

REGION Province	1971	1972	1973	1974	1975	1976	1977	1978	1979	1980	1981	1982	1983
ATLANTIC	13	15	15	30	33	45	47	49	52	53	54	59	63
Newfoundland	1	1	1	1	1	7	8	8	9	11	10	11	10
PEI	0	0	0	0	0	2	2	2	2	2	2	5	5
Nova Scotia	4	6	6	17	17	21	21	19	21	20	21	23	20
New Brunswick	8	8	8	12	15	15	16	20	20	20	21	20	28
QUÉBEC	135	143	143	147	156	160	167	175	175	176	176	182	180
ONTARIO	106	109	113	115	125	131	141	147	147	150	145	139	141
PRAIRIES	26	27	29	29	32	32	41	75	100	100	101	148	149
Manitoba	6	6	6	6	6	6	6	38	35	35	35	39	39
Saskatchewan	4	5	5	5	5	5	11	11	11	11	11	55	57
Alberta	16	16	18	18	21	21	24	26	54	54	55	54	53
PACIFIC	62	66	65	66	73	76	79	80	76	83	86	92	92
British Columbia	61	64	63	64	71	74	77	78	74	81	84	89	90
Yukon & NWT	1	2	2	2	2	2	2	2	2	2	2	3	2
CANADA	342	360	365	387	419	444	475	526	550	562	562	620	625

\* As of 31 March of each year.

Source: Secretariat, CRTC.

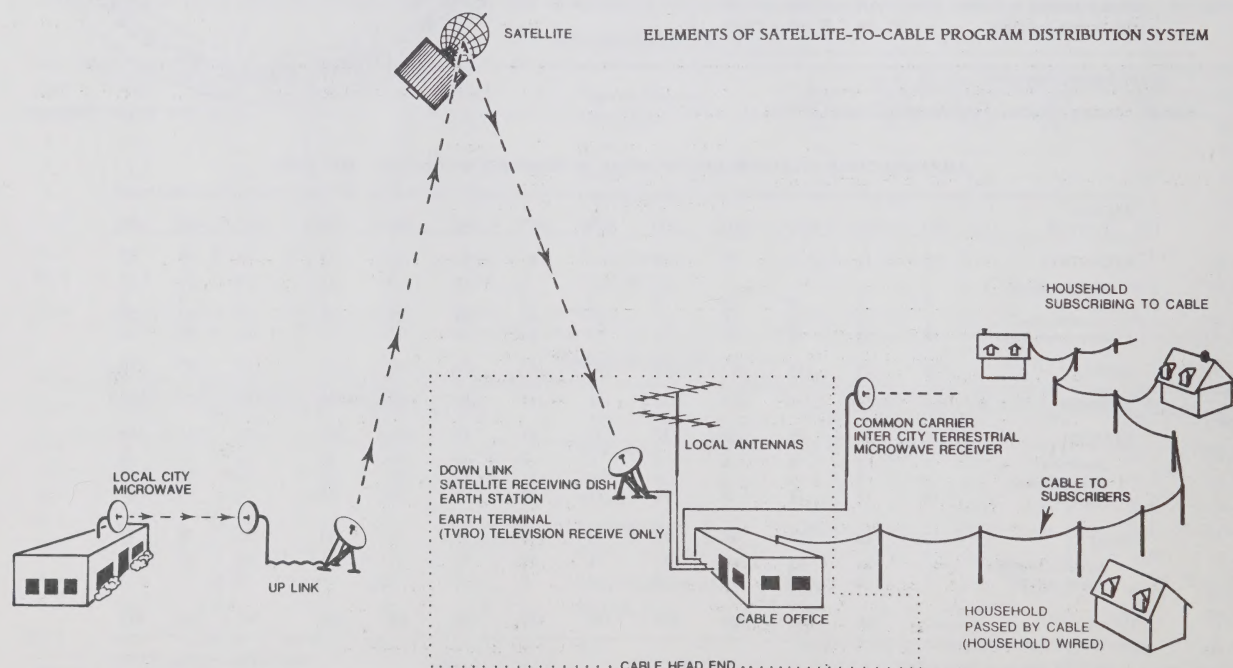
**PAY TV, CABLE, CONVERTER AND MULTI-SET PENETRATION IN MAJOR CANADIAN MARKETS**  
**Fall 1982**

**PERCENTAGE OF HOUSEHOLDS EQUIPPED WITH:**

Markets	Pay Television*	Cable	Cable Converters	Multiple TV Sets
1. Halifax	4	72	11	61
2. Saint John/Moncton	5	69	10	56
3. Québec	3	54	36	63
4. Montréal	1	53	40	64
5. Ottawa-Hull	5	74	47	60
6. Toronto	4	77	61	58
7. Hamilton	4	71	57	58
8. London	5	81	55	54
9. Winnipeg	2	86	7	60
10. Calgary	5	79	28	61
11. Edmonton	12	79	9	57
12. Vancouver	4	89	28	42

\* As of Spring 1983

Source: BBM Fall 1982



# SELECTED STATISTICS ON CABLE TELEVISION PENETRATION BY REGION

CABLE TELEVISION

August 1982

	ATLANTIC REGION	QUEBEC REGION	ONTARIO REGION	PRAIRIES REGION	PACIFIC REGION	CANADA
SUBSCRIBER HOUSEHOLDS (000)						
Direct Subscribers	266	961	1,629	703	658	4,216
Indirect Subscribers*	22	34	369	101	186	712
Total Subscribers (S)	288	995	1,999	804	844	4,928
HOUSEHOLDS (000)						
Households Wired (HW)**	367	1,686	2,497	1,104	938	6,592
Households in Licensed Area (HL)	385	1,844	2,570	1,120	962	6,882
Total Households (TH)	661	2,207	3,019	1,427	989	8,303
PENETRATION						
% Households Subscribing (S/TH)	43.6%	45.1%	66.2%	56.3%	85.3%	59.4%
% Households with Access (HW/TH)	55.5%	76.4%	82.7%	77.4%	94.8%	79.4%
Market Penetration (S/HW)	78.3%	59.0%	80.1%	72.8%	90.0%	74.8%
Franchise Penetration (HW/HL)	95.3%	91.4%	97.2%	98.5%	95.5%	95.8%
CABLE KILOMETERS	8,604	21,371	33,081	13,984	16,531	93,575

\* Those provided with cable television service collectively through a third party such as a landlord, hotel or motel operation or community association, etc.

\*\* Households with access to cable which may or may not subscribe to the service.

NOTE: Totals may not add perfectly due to rounding.

Source: Industry Statistics and Analysis Division and Statistical Information Centre, CRTC.

## CANADA'S TOP 15 CABLE SYSTEMS

August 1983

SYSTEM	SERVES	SUBSCRIBERS
1. Rogers Cable TV, Toronto, Ontario	Major Part of Toronto	353,969
2. Cablevision Nationale Ltée, Montréal, Québec	Montréal North/West and Suburbs	272,292
3. Rogers Cable TV, Vancouver, B.C.	Vancouver, Burnaby, Richmond	247,202
4. CF Cable TV Inc., Montréal, Québec	Montréal, Laval, Dorval and Area	140,977
5. Winnipeg Videon Inc., Winnipeg, Manitoba	Winnipeg (West of the Red River)	136,444
6. Scarboro Cable, Scarborough, Ontario	Scarborough	123,000
7. Maclean Hunter Cable TV, Rexdale, Ontario	Etobicoke, Part of Mississauga	112,267
8. Capital Cable TV Ltd., Edmonton, Alberta	East Part of Edmonton and Suburbs	107,600
9. Calgary Cable TV, Calgary, Alberta	North Part of Calgary and Area	104,864
10. Rogers Cable TV, Kitchener, Ontario	Kitchener, Waterloo, Cambridge, Stratford & Area	99,876
11. Télécâble Vidéotron Ltée, St-Hubert, Québec	Montréal South-shore Area	92,536
12. Cablevision Nationale Ltée, Québec City, Québec	Québec City, Ville Vanier and Area	92,000
13. Ottawa Cablevision Limited, Ottawa, Ontario	West Half of Ottawa and Suburbs	88,651
14. Skyline Cablevision Ltd., Ottawa, Ontario	East Part of Ottawa and Suburbs	87,000
15. QCTV Ltd, Edmonton, Alberta	West Half of Edmonton and Suburbs	80,961

Source: Compiled from Cable Communications, November 1983



# PAY TELEVISION

## LICENSING HISTORY OF PAY TELEVISION IN CANADA

April 1981	Call for applications to distribute pay television service (Phase I) CRTC Public Notice 81-35, April 21, 1981	February 1983	The Commission approves the submission of Aim Satellite Corporation (AIM) to carry on a regional pay television network serving the province of British Columbia and the Yukon Territory. CRTC Decision 83-115, February 21, 1983
March 1982	The Commission approves the distribution of pay TV by: - First Choice Canadian Communications Corporation (First Choice) as a general interest service distributed nationally. - Alberta Independent Pay Television (Allarcom) as a general interest service distributed in Alberta only. - Ontario Independent Pay Television as a general interest service distributed in Ontario only. - Star Channel Service Ltd. (Star Channel) as a general interest service distributed in the Atlantic region only. - Lively Arts Market Builders (C Channel) as a performing arts service distributed nationally. - World View Television Ltd. (Worldview) as a multilingual service distributed in the Vancouver area only. CRTC Decision 82-240, March 18, 1982.	June 1983	End of service for C Channel (June 30, 1983).
March 1982	Call for applications for two regional general interest pay television services. - A French-language service for Québec, Ontario and the Atlantic region. - An English-language service for British Columbia and the Yukon Territory. CRTC Public Notice 82-22, March 18, 1982	July 1983	Extension of service for Allarcom Limited (Superchannel) to the province of Manitoba and Saskatchewan and in the Northwest Territories. Decision 83-576, July 27, 1983
May 1982	Call for applications to exhibit pay television services (Phase II). CRTC Public Notice 82-44, May 13, 1982	September 1983	Decision 83-576 is referred back to the Commission for reconsideration and as a result a public hearing is called. The Governor General in Council believes the Commission should review "the respective roles and obligations of a regional interest licensee and the national general interest licensee in light of the apparent evolution of the overall market structure of the Canadian pay television system". Order in Council 1983-2878, September 20, 1983 CRTC Public Notice 83-238, October 17, 1983
August, 1982	Call for applications for regional general interest pay television services for Saskatchewan, Manitoba, and the Northwest Territories. CRTC Public Notice 82-76, August 16, 1982	November 1983	The Commission aproves transfer of effective control of First Choice to Hees International Corporation on behalf of Astral Bellevue Pathé Inc. CRTC Decision 83-959. November 16, 1983
November 1982	The Commission approves the submission of Télévision de l'est du Canada (TVEC) to carry on a French-language pay television network operation in the provinces of Ontario, Québec and the Atlantic region. CRTC Decision 82-1023; November 23, 1982	November 1983	End of Service for Star Channel (November 27, 1983)
February 1983	Start of satellite distribution of licensed pay television services in Canada (February 1, 1983).	December 1983	Application by TVEC and First Choice to consolidate french language pay television services. CRTC Public Notice 83-283. December 22, 1983.
		January 1984	The Commission upholds Decision 83-576 permitting Allarcom to provide its Superchannel service to the provinces of Manitoba, Saskatchewan and the Northwest Territories. Allarcom is permitted to acquire a controlling interest in Aim Satellite Corporation and to provide Superchannel services to British Columbia and Yukon Territories on an interim basis. CRTC Decisions 84-1, 84-2 and 84-3. January 5, 1983

## NUMBER OF PAY SUBSCRIPTIONS BY DISTRIBUTOR - AS OF DECEMBER 31, 1983

Region	First Choice	Superchannel*	Premier Choix	TVEC	Worldview	Total
Atlantic	28,075	N/A	517	160	N/A	28,752
Québec	15,539	N/A	50,334	18,525	N/A	84,398
Ontario	110,336	117,288	2,998	660	N/A	231,282
Prairies	55,683	61,670	0	N/A	N/A	117,353
British Columbia	70,031	N/A	548	N/A	9,305	79,884
CANADA	279,664	178,958	54,397	19,345	9,305	541,669

NA = Not Applicable

\* Includes both Ontario Independent Pay TV and Alberta Independent Pay TV

Source: Mediastats

## NUMBER OF SERVICES PER SUBSCRIBER

According to Mediastats' data, Canadian pay television customers subscribe on the average to 1.1 pay television services.

## PÉNÉTRATION OF PAY TELEVISION

According to Mediastats' data, pay television has achieved a national penetration figure of about 10% of Canada's cable subscribers.

## AVAILABILITY OF PAY TELEVISION

As of December 31, 1983, there were 295 cable companies offering a pay TV service. Approximately 92% of Canadian cable subscribers had access to a pay service.

## LICENSING OF CANADIAN PAY TV SERVICES

## PAY TELEVISION

	Decision	Language Broadcast	Area Covered	Licence Expiry Date	Type of Service	Start of Service	Mode of Distribution
First Choice Canadian Communications Corp.	82-240	F & E	National	01 March 87	General Interest	01 February 83	Anik C
Alberta Independent Pay Television (Superchannel)	(1) 82-240 (2) 83-576*	E	(1) Alberta (2) Man., Sask., and NWT)	01 March 87	General Interest	01 February 83	Anik C
Ontario Independent Pay Television (Superchannel)	82-240	E	Ontario	01 March 87	General Interest	01 February 83	Anik C
Star Channel Services Ltd.	82-240	E	Atlantic Region	01 March 87	General Interest	01 February 83**	Anik C
Lively Arts Market Builders Inc. (C-Channel)	82-240	E	National	01 March 87	Specialty (Performing Arts)	01 February 83***	Anik C
World View Television Ltd.	82-240	M	Vancouver, B.C.	01 March 87	Multilingual	01 February 83	Microwave
Télévision de l'est du Canada (TVEC)	82-1023	F	Eastern Canada (Qué., Ont., Atlantic Region)	01 March 87	General Interest	14 February 83	Anik C
Aim Satellite Broadcasting Corp.	83-115	E	B.C., Yukon	01 March 87	General Interest	Not Yet in Operation****	(Anik C)

\* Decision 83-576 referred back to Commission by Order-In-Council 1983-2878; and upheld in CRTC Decision 84-1.

\*\* Termination of service on November 27, 1983.

\*\*\* Termination of service on June 30, 1983.

\*\*\*\* Controlling interest acquired by Allarcom and Superchannel service authorized on interim basis in CRTC Decisions 84-2 and 84-3.

## PAY TV - CANADIAN CONTENT REQUIREMENTS

	Exhibition Time*			Financial Expenditures**			Total Air-Time*** (hours per week)
	From Start of Service to 31/12/85	From 01/01/86 to 01/03/87	Dramatic Programs (% of Exhibition Time)	Total Revenues (TR)	Total Expenditures**** (TE)	Dramatic Programs (% of TR or TE)	
First Choice Canadian Communications Corp.	30%	50%	50%	45%	60%	50%	168
Alberta Independent Pay Television	30%	50%	50%	45%	60%	50%	168
Ontario Independent Pay Television	30%	50%	50%	50%	60%	50%	168
Star Channel Services Ltd.	30%	50%	50%	15%	60%	50%	168
Lively Arts Markets Builders Inc. (C-Channel)	30%	40%	None	20%	50%	None	42
World View Television Ltd.	None	None	None	None	None	None	92
Télévision de l'est du Canada (TVEC)	30%	50%	50%	35%	60%	50%	132 (minimum)
Aim Satellite Broadcasting Corp.	30%	50%	50%	35%	60%	50%	60

\* Minimum percentage applies to total exhibition time and to "evening viewing hours".

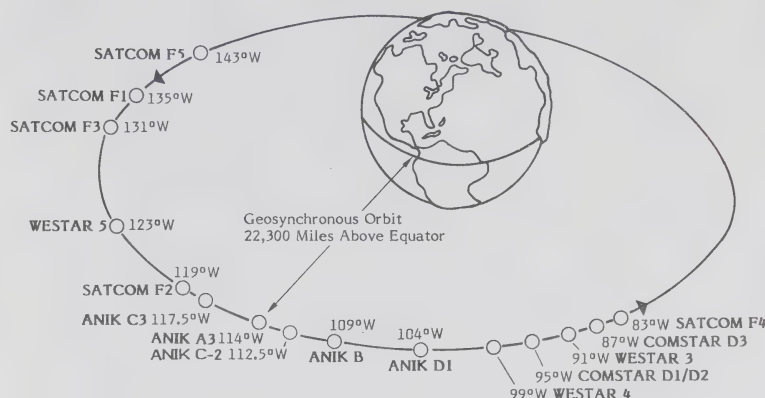
\*\* Minimum percentage to be spent by licensee on the investment in, or acquisition of, Canadian programs.

\*\*\* Total air-time includes broadcasting time for both Canadian and foreign programs.

\*\*\*\* Total expenditures made by licensee to invest in or acquire programming.

## SATELLITES

### ORBITAL LOCATIONS OF NORTH AMERICAN SATELLITES



### FACTS ON COMMUNICATIONS SATELLITES OVER NORTH AMERICA

- Canada was the first country to establish a domestic communications satellite system with the launching of Anik A-1 in November 1972, of Anik A-2 in April 1973, of Anik A-3 in May 1975, and finally of Anik B in December 1978. Several of the RF channels on the 3 Anik A satellites are no longer operational, but the older generation of satellites is being replaced by a new one. In August 1982, Anik D-1 was put in orbit, followed by Anik C-3 in November 1982, and Anik C-2 in June 1983. These will be joined by Anik C-1 and Anik D-2 next year.
- Canada's domestic satellite system played a significant role throughout the 1970's in extending both French and English CBC television services to remote regions as well as extending Radio Canada television to more populous areas of the country.
- In April 1981, the CRTC approved an application by Canadian Satellite Communications Inc. (CANCOM) for a network license to carry on a multi-channel television and radio broadcasting operation, via the Anik A-3 satellite, which was later switched to Anik D-1 for the distribution of CTV, via CHAN-TV Vancouver in the west and ATV-2 (now called ASN) and NTV in the east, TVA (as a special package) and independent (via CITV-TV Edmonton and CHCH-TV Hamilton) television programming, and radio programming (via one AM and five FM radio stations) to serve northern and remote communities. At the same time, the Commission approved applications to broadcast television and radio native programming in English and several Indian languages via satellite.
- In March 1983, the CRTC approved an application by Canadian Satellite Communications Inc. (CANCOM) to amend its network licence by adding the distribution of the signals of the three commercial and one non-commercial U.S. networks (the 3+1 signals), for delivery to northern and remote communities.
- In March 1982, the Commission licensed 2 national and 4 regional pay television services all to be carried on the Anik C-3 satellite (except for the multilingual service "Worldview" in British Columbia). For further details, consult the section of this booklet dealing with pay television.
- Over one million cable subscribers across Canada receive the House of Commons channel on their basic service today, and the channel could be received by another 2.6 million households provided a converter is owned. The signal is distributed by Anik D-1 to cable television systems which pick up the signal with a dish (earth station) antenna and place it on their basic or augmented service.
- In the United States, the Satcom I, Westar III, and Comstar D-2 satellites (among others) carry pay television services (such as Home Box Office and Showtime), distant signals (such as the "superstations" WGN, WOR and WTBS) and various other networks carried on cable that feature sports, religious programs, music videos, news, entertainment and other specialized programming.
- Other American satellites carry message traffic and various broadcasting signals (such as the network feeds for ABC, CBS, NBC and PBS) and allow television signals to be extended to Alaska.

## TYPES AND TERMINOLOGY OF SATELLITES

There are two types of satellites used for relaying radio and television services, operating at different frequencies:

- Most satellites, as the Anik A/B/D series, operate in the 6/4 gigahertz (GHz) band of the radio-frequency spectrum. For a 6/4 GHz satellite, signals from earth go up on the 6 GHz band and are relayed back down on the 4 GHz band by devices on the satellite known as transponders, which receive the signals on one frequency and retransmit them on another. The signal transmitted by the transponders cover the entire country, but their power is limited. The area of coverage is called the "footprint" of the satellite.
- The satellites in the Anik C series are the first Canadian satellites operated on a commercial basis to use the 14/12 gigahertz band. In order to receive stronger signals on the ground, Anik C signals are transmitted in narrowly focussed beams similar to the beam of a flashlight. Anik C beams can divide the country into two or four regions in order to cover the whole of Canada.

## EARTH STATIONS

Dishes used to transmit or receive satellite signals have been traditionally called earth stations. Recently, the term TVRO has become popular. It refers to TV Receive-only earth stations. With advancing technology and more "powerful" satellite signals, the possibility to receive signals with small dishes placed in the home has ushered in the era of so-called Direct Broadcast Satellites (DBS).

## SATELLITE-DELIVERED SPECIALTY SERVICES

In May 1983, the Commission called for applications for new specialty programming services to be delivered by satellite across Canada which would reflect particular interests and needs of different age, language, cultural or other groups. The "theme" programming material could include such categories as all news, all sports, all business, all children's or multilingual programming, for examples.

A public hearing to deal with these applications was scheduled for January 1984.

For more details, see CRTC Public Notice 83-93, May 4, 1983 and CRTC Public Notice 83-244, October 26, 1983.

In June 1983, the Commission called for applications for an interfaith religious programming service to be delivered on a national basis by satellite.

For more details, see CRTC Public Notice 83-112, June 2, 1983.



## CHARACTERISTICS OF ANIK SATELLITES

## SATELLITES

SATELLITE	LAUNCH DATE	FREQUENCY (GHz)	TRANSPONDER	OWNER/OPERATOR	SERVICES
<u>Anik A</u>		6/4			
A-1	November 1972		Retired from Service		
A-2	April 1973		Retired from Service		
A-3	May 1975		Used only for standby purposes (occasional)		
<u>Anik B</u>	December 1978	6/4	1,2,3,5,11	Telecom Canada	Message
		4	Canadian Broadcasting Co.		Occasional transmissions
		6	Canadian Broadcasting Co.		English West & Northern Service (Pacific)
		7	Various		Occasional transmissions
		8	Canadian Broadcasting Co.		French Language & Northern Service (East)
		9	Canadian Broadcasting Co.		Occasional transmissions
		10	Canadian Broadcasting Co.		English East & Northern Service (Atlantic)
		12	Standby		
<u>Anik C</u>		14/12			
C-1	Scheduled to be launched in mid 1984				
C-2	Approximately 5 transponders will be used by USCI for DBS Service in the US commencing in mid-1983. Anik C-2 was launched in June 1983. It has 16 transponders capable of carrying 32 TV channels.				
C-3	November 1982	Results in two footprints, one covering the west of Canada, and one covering the east.			
		<u>West</u>			
		2 lower	Various		Occasional TV
		3 lower	Premier Choix		French Pay TV
		3 upper	Superchannel (Alberta)		English Pay TV
		4 upper	Knowledge Network		Educational TV
		5 lower	First Choice		English Pay TV
		7, 8	Telecom Canada		Message
		<u>East</u>			
		1 lower	Atlantic Satellite Net.		ATV-2
		1 upper	Star Channel		English Pay TV
		2 lower	TVEC		French Pay TV
		3	Telecom Canada		Message
		4 lower	Premier Choix		French Pay TV
		4 upper	La S.E.T.T.E.		Programming from France
		5 lower	Superchannel (Ontario)		English Pay TV
		5 upper	TV Ontario		Educational TV
		6, 7	Telecom Canada		Message
		8 lower	First Choice		English Pay TV
<u>Anik D</u>		6/4	Results in one footprint covering all of Canada using 24 transponders: 12 transmitting signals in a vertically polarized mode and 12 in a horizontally polarized mode.		
D-1	August 1982	<u>Horizontal</u>			
		1	Telecom Canada		Multiple Access
		5	Cancom (U.S.)		WDIV (NBC Detroit)
		7	Various		Occasional use
		11	Cancom (U.S.)		WTVS (PBS Detroit)
		12	Cancom (U.S.)		WJBK (CBS Detroit)
		<u>Vertical</u>			
		3	Canadian Broadcasting Co.		
		4	Cancom (Canada)		CHCH (Hamilton), CKO-FM
		5	Canadian Broadcasting Co.		
		7	Cancom (Canada)		TCTV (Montreal), CITE-FM/CKAC
		8	Canadian Broadcasting Co.		House of Commons (French)
		9	Cancom (Canada)		CITV (Edmonton), CIRK-FM
		10	Canadian Broadcasting Co.		House of Commons (English)
		11	Cancom (Canada)		CHAN (Vancouver), CFMI-FM
		12	Canadian Broadcasting Co.		
D-2	Scheduled to be launched in late 1984				

NOTE: Transponders not presently in use are not listed.

Source : Technical Planning and Analysis, CRTC.

## CANADA - UNITED STATES BROADCASTING COMPARISONS\*

1983 DATA (ACTUAL OR PROJECTED)

	CANADA	UNITED STATES
POPULATION AND HOUSEHOLDS		
• Population	24,966,000	233,736,000
• Total Households	8,787,200	85,483,200
• Television Households	8,600,100	83,807,400
• Radio Households	8,700,000	84,631,000
STATIONS AND SYSTEMS		
• Originating TV Stations	117	1,395
• AM Radio Stations	755	4,892
• FM Radio Stations	673	5,200
• Cable Systems	625	5,816
• Pay Cable Systems	416	5,425
• Subscription Television (STV) Stations	2	22
TELEVISION AND RADIO RECEIVERS		
• Television Households (% of Total)	98%	98%
• Multi-Set Television Households (% of Total)	40%	55%
• Colour Television Households (% of Total)	86%	89%
• Radio Households (% of Total)	99%	99%
TELEVISION VIEWING.		
• Average Daily Household Viewing (hrs:min)	5:37	7:16
• Weekly Reach (%) and Viewing (hrs:min)		
Men	98%/21:37	89%/29:16
Women	98%/25:39	91%/33:41
Teens	99%/19:36	90%/20:25
Children	99%/18:55	95%/25:43
• Allowed Non-Program Minutes per Hour		
Prime Time	12	Network: 9 1/2, Ind: 14
Other	12	16
CABLE AND PAY TELEVISION		
• % Households with Access to Cable TV	81%	72%
• % Households Subscribing to Cable TV	62%	37%
• % Households Subscribing to Pay-Cable TV	6%	22%
• % Households Owning Converters (for "Augmented Service")	28%	NA
• % Households Owning Video Cassette Recorders	8%	11%
• Average Monthly Basic Cable Rate	\$ 9.06	\$ 8.46
• Average Monthly Pay Cable Rate	\$15.95	\$ 9.56
ADVERTISING (\$ MILLIONS)		
• All Media Advertising Revenue	\$ 4,812	\$ 75,060
• Broadcasting Advertising Revenue	\$ 1,329 (28%)	\$ 21,230 (28%)
• Television Advertising Revenue	\$ 835 (100%)	\$16,090 (100%)
National Sales	\$ 650 (78%)	\$11,805 (73%)
Local Sales	\$ 185 (22%)	\$ 4,285 (27%)
• Television Per Cent of Total	18%	21%
• Radio Advertising Revenues	\$ 494 (100%)	\$ 5,230 (100%)
National Sales	\$ 124 (25%)	\$ 305 (6%)
Local Sales	\$ 370 (75%)	\$ 4,925 (94%)
• Radio Per Cent of Total	10%	7%

\* The above data was compiled from a variety of sources and should be used as general guidelines as, in some cases, figures are not directly comparable due to differences in time of compilation and methods of reporting.

NA = Not Applicable

# FACTS ABOUT TELECOMMUNICATIONS IN CANADA

# TELECOMMUNICATIONS

- . The telecommunications sector accounts for about 2% of Canada's Gross National Product.
- . On average, there is one telephone for every two people in the country.
- . The telecommunications industry has been growing at a rate of about 10% per year since 1886 (except during the Great Depression).
- . About 8.3 million households, or 98% of total Canadian households, had at least one telephone in 1982.
- . About 29 billion telephone calls were made in 1982, an average of 1,640 calls per telephone; 95% were local calls, 5% were long distance calls.
- . Canada ranks fourth in the world (behind the US, Sweden, and Switzerland) with regards to the number of telephones per capita.

## SELECTED FINANCIAL STATISTICS FOR THE CRTC REGULATED AND OTHER TELEPHONE AND TELECOMMUNICATIONS CARRIERS

1982											
\$ Millions	CRTC REGULATED CARRIERS							OTHER CARRIERS		TOTAL CANADA***	
	Bell Canada	B.C. Tel	CNCP**	Telesat	NorthwesTel	Terra Nova	Total of CRTC Regulated Carriers	% of Total Carriers	Total Other Carriers	% of Total Carriers	Total
Operating Revenues	4,359	1,009	302	59	49	33	5,811	70.0	2,495	30.0	8,306
Operating Expenses	3,254	741	263	38	36	25	4,357	69.8	1,883	30.2	6,240
Operating Profit	1,105	268	39	21	13	8	1,454	70.4	612	29.6	2,066
Net Profit*	521	89	13	17	6	2	648	85.8	107	14.2	755
Net Plant	8,981	2,318	350	380	105	83	12,217	69.8	5,278	30.2	17,495
Total Assets	10,620	2,601	410	387	119	90	14,227	68.5	6,554	31.5	20,781

\* After income taxes, interest charges and includes other income - may not be directly comparable.

\*\* Includes CNR and CPL assets contributed to CNCP.

\*\*\* Includes eighteen major Canadian telephone and telecommunications companies.

Source: Financial and Corporate Affairs, Telecom, CRTC and Telecommunications Economics, Department of Communications.

## NUMBER OF EMPLOYEES FOR THE CRTC REGULATED AND OTHER TELEPHONE AND TELECOMMUNICATIONS CARRIERS

Carriers	1982	
	Number	% of Total Employees
Bell Canada	55,761	49.1
British Columbia Telephone	15,926	14.1
CNCP Telecommunications	4,046	3.6
NorthwesTel	520	0.5
Terra Nova Telecommunications	401	0.4
Telesat Canada	482	0.4
Total CRTC Regulated Carriers	77,136	68.1
Other Carriers	36,208	31.9
TOTAL CANADA*	113,344	100.0

\* Includes eighteen major Canadian telephone and telecommunications companies.

Sources: Financial and Corporate Affairs, Telecom, CRTC. Telecommunications Economics, Department of Communications.

## NUMBER OF TELEPHONES\* FOR THE CRTC REGULATED AND OTHER TELEPHONE CARRIERS

Carriers	1982	
	Number (000's)	% of Total Telephones
Bell Canada	9,432	57.2
British Columbia Telephone	1,963	11.9
Terra Nova Telecommunications	59	0.4
NorthwesTel	45	0.3
Total CRTC Regulated Telephone Carriers	11,499	69.8
Other Telephone Carriers	4,971	30.2
TOTAL CANADA**	16,470	100.0

\* Includes extensions.

\*\* Includes fifteen major telephone companies.

Sources: Financial and Corporate Affairs, Telecom, CRTC. Telecommunications Economics, Department of Communications.



## TELECOMMUNICATIONS

### SERVICES OFFERED BY COMMON CARRIERS

The common carriers transmit telephone messages and "data" which here includes all non-voice services with the exception of video programs, telegrams and cablegrams. Standard services offered to the public at large are listed in either the General Tariffs (for regulated services) or Unregulated Tariffs.

### TARIFFS

The **tariff** is the official document outlining the rates, charges, conditions, specifications, requirements, rules and regulations prescribed for a service, by the carrier. Carriers regulated by the CRTC must submit applications for the approval of new or amended tariff pages.

The Commission also deals with applications by regulated carriers for the approval of general rate increases, agreements, and capital stock issues as well as handle complaints by a subscriber or potential subscriber of a regulated company.

### DATA COMMUNICATIONS SERVICES

In the data communications market in Canada, manufacturers and other companies compete with the common carriers for the provision of standard terminal services. It is estimated that the common carriers have just over 50% of the entire data communications market in terms of number of terminals.

All the major common carriers in Canada belong to the **CTCA (Canadian Telecommunications Carriers Association)**. Within the CTCA, there are two major competitive groups in the provision of public data networks, data communications terminals and facilities. These are **CNCP** and **Telecom Canada**. Each of the two competitive groups has approximately an equal share of the market. The number of different services provided is not indicative of the market share each competitor holds.

There is, in addition a significant difference in the percentage the data communications markets represent in the total operation of the two competitive groups. Data communications comprises approximately 60% of the total revenue for CNCP (including "Telex"), but only 3-4% of the total revenue of the Telecom Canada group (which depends mainly on revenues from the provision of telephone service).

### CHARACTERISTICS OF MAJOR CANADIAN TELEPHONE AND TELECOMMUNICATIONS CARRIERS

<u>COMPANY</u>	<u>AFFILIATION</u>	<u>OWNERSHIP</u>	<u>TYPE OF CORPORATION</u>	<u>REGULATION</u>	<u>PRINCIPAL TERRITORY</u>
Bell Canada	Telecom Canada	Private	BCE-owned	Federal	Ontario and Québec
British Columbia Telephone	Telecom Canada	Private	Investor-owned	Federal	British Columbia
CNCP Telecommunications		Private/ Public	Crown corporation/ Investor-owned	Federal	Canada
Teleglobe Canada	Telecom Canada***	Public	Crown Corporation	Federal**	International/Overseas
Telesat Canada	Telecom Canada	Private/ Public	Investor-owned****	Federal	Canada
Northwestel		Public	CNR-owned	Federal	North West Territories, Yukon & British Columbia
Terra Nova Telecommunications		Public	CNR-owned	Federal	Newfoundland
Alberta Government Telephones	Telecom Canada	Public	Crown Corporation	Provincial	Alberta
Saskatchewan Telecommunications	Telecom Canada	Public	Crown Corporation	Provincial*	Saskatchewan
Manitoba Telephone System	Telecom Canada	Public	Crown Corporation	Provincial	Manitoba
Maritime Telegraph and Telephone	Telecom Canada	Private	Investor-owned	Provincial	Nova Scotia
New Brunswick Telephone	Telecom Canada	Private	Investor-owned	Provincial	New Brunswick
Québec-Téléphone		Private	Investor-owned	Provincial	Québec
Newfoundland Telephone	Telecom Canada	Private	Investor-owned	Provincial	Newfoundland
Télébec		Private	Investor-owned	Provincial	Québec
Island Telephone	Telecom Canada	Private	Investor-owned	Provincial	Prince Edward Island
Northern Telephone		Private	Investor-owned	Provincial	Ontario
edmonton telephones		Public	Municipally-owned	Municipal	Edmonton

CRTC-regulated carriers are indicated with bold lettering.  
Telecom Canada = Previously known as TCTS (TransCanada Telephone System).

BCE - Bell Canada Enterprises  
Source: Telecommunications Directorate, CRTC.

\* Reports to the Provincial Minister of Communications, rather than to a regulatory agency.

\*\* Reports to the Federal Minister of Communications, rather than to the CRTC.

\*\*\* Non-voting associate member.

\*\*\*\* An incorporated company owned by the Government of Canada and the major telephone companies.

# AREAS OF CANADA SERVED BY MAJOR TELEPHONE COMPANIES

Shaded areas show parts of Canada where CRTC-regulated companies provide telephone service.

## MAJOR TELEPHONE COMPANIES IN CANADA

1. Newfoundland Telephone Company
2. **Terra Nova Telecommunications**
3. Maritime Telegraph and Telephone Company
4. The Island Telephone Company
5. The New Brunswick Telephone Company
6. Télébec
7. Québec Téléphone
8. Téléphone du Nord de Québec
9. **Bell Canada**
10. Northern Telephone
11. Ontario Northland Telecommunications
12. Manitoba Telephone System
13. Saskatchewan Telecommunications
14. Alberta Government Telephones
15. edmonton telephones
16. **British Columbia Telephone**
17. **NorthwestTel**

Companies regulated by CRTC appear in bold print.

